

**TRAINING PROGRAM OF INSTRUCTION (TPI)  
FOR  
BPAS-W  
BASIC PUBLIC AFFAIRS SPECIALIST-WRITER**



Approved by:

*//Signed//*

Hiram Bell, Jr.  
Colonel, U.S Army  
Commandant  
Defense Information School

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# BASIC PUBLIC AFFAIRS SPECIALIST-WRITER

## TRAINING PROGRAM OF INSTRUCTION

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## **TRAINING PROGRAM OF INSTRUCTION**

### **Preface**

**TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN):** DINFOS- BPAS-W

**TITLE:** Basic Public Affairs Specialist-Writer

**TRAINING LOCATION:** Defense Information School, Ft Meade, MD

**SPECIALTY AWARDED:** USA: 46Q10  
USAF: 3NOX1  
USN: Journalist  
USMC: 4341  
USCG: Public Affairs Specialist 3d Class (PA3)

**PURPOSE:** To train selected enlisted personnel and civilian employees of Department of Defense components in the principles, techniques and skills required to perform the duties and functions of Public Affairs Specialists (Journalists)/(Combat Correspondents)

**COURSE DESCRIPTION:** This course is designed to provide instruction in the theory, concepts and principles of community relations within the military public environment; the interaction of military/civilian publics; introduction to research methods; fundamentals of print journalism, to include acceptable media English as it applies to newswriting, with emphasis on style, format and techniques; newspaper feature leads, headlines, copy structure and organization, news stories, instruction unique to each military Service; newspaper production, layout and design; basic operation of the digital camera, photojournalism skills; and writing for radio broadcast.

**PREREQUISITES:** Service Testing Scores  
USA: GT 110  
USAF: GT 110; AQE 69  
USN: GT 110; Combined ASVAB 5 - 7 (WK + AR = 110);  
ASVAB 8 - 14 (VE + AR = 110)  
USCG: GT 105, (VE + AR = 105); (minimum VE score of 55)  
USMC: GT 105, VE of 40  
International Students: A solid understanding of English language usage, grammar, and syntax. Students must score an 85 on the English Comprehension Level (ECL) Test and be able to type. These requirements cannot be waived.

Note: Students must have a minimum of 20 words per minute typing or keyboard skill. (For USCG, students must have a minimum of 25 words per minute.)

### **SPECIAL PREREQUISITES:**

For USA: Show proof by transcript of having completed at least two years of high school English. Familiarization with basic word processing/computer skills is required.

For USMC: Familiarization with basic word processing/computer skills. U.S. Citizen, normal color perception, been interviewed and recommended by public affairs officer or staff noncommissioned officer.

**GRADE PREREQUISITES:**

USA: E-1 through E-5  
USAF: E-1 through E-7  
USN: E-1 through E-6  
USMC: E-1 through E-7  
USCG: E-3, E-4

Civilian personnel: As determined by DOD and other federal agencies, personnel in the grade of GS-05 or below having a requirement for this training. Must be a high school graduate or have a certificate of equivalency.

**SECURITY CLEARANCE:** Marine Corps personnel must be able to obtain a security clearance

**CLASS SIZE:**

MAXIMUM	48
MINIMUM	24

**COURSE LENGTH:** 60 Days

ACADEMIC HOURS: 466 Hours

ADMINISTRATIVE HOURS: 14 Hours

TOTAL COURSE HOURS: 480 Hours

**INSTRUCTOR CONTACT HOURS:** 1685 Hours

**TYPE/METHOD OF INSTRUCTION:**

1. Lecture (L)	86 Hours
2. Performance Exercise (PE)	271.5 Hours
3. Service Unique	10 Hours
4. Performance Examination (EP)	92.5 Hours
5. Written Examination (EW)	4 Hours

6. Case Study	2 Hours
7. Administrative Hours (AD)	14 Hours

**TRAINING START DATE:** 8 April 2003

**ENVIRONMENTAL IMPACT:** None. DoD policy was followed to assess the environmental impact.

**MANPOWER:** The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

**EQUIPMENT AND FACILITIES:** The Course Design Resource Estimate (CDRE) contains this information.

**TRAINING DEVELOPMENT PROPONENT:** Course and Faculty Development Section, Defense Information School, Fort George G. Meade, MD 20755 301-677-4492

## **FUNCTIONAL AREA 1**

### **NEWSWRITING**

**TPFN:** DINFOS-BPAS-W-001-001-

**UNIT TITLE:** Principles of Journalism

**TPFN HOURS AND TYPE:** 17L, 20 PE

**TPFN TOTAL HOURS:** 37

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain guidelines, rules and academic standards.
- 002- Explain how news is defined and evaluated.
- 003- Explain stress and time management techniques.
- 004- Explain newsgathering/interviewing techniques.
- 005- Explain Associated Press stylebook rules.
- 006- Identify copy editing symbols.
- 007- Review English Skills(Gram Cram)  
or JPREP Review for JPREP students.

**SUMMARY OF INSTRUCTION:** Students learn the guidelines and rules governing academic standards and the objectives of the Basic Public Affairs Specialist-Writer course. Students receive 12 hours of basic writing fundamentals and grammar for journalists. They learn the definition of news and how to evaluate the relative importance of information that could be considered news. Students define stress, learn its sources and discuss how to overcome or minimize stress symptoms to succeed in the course. Students discuss types of stories used in military publications and how information is obtained for those stories. Students complete an ungraded exercise using the Associated Press Stylebook and discuss the duties of a copy editor before completing a series of copy-editing exercises in which they must correct misspelled words, grammar errors, factual errors and stylebook errors. Although exercises in this functional area are ungraded, the principles learned will be used in all subsequent writing exercises and in the production of the Final Cut newspaper exercise.

**REFERENCES:** *The Professional Journalist*, Hohenberg, pages 80-81; *Basic News Writing*, Mencher, pages 53-55; *News Reporting and Writing*, The Missouri Group pages 18-21; *The Complete Reporter*, Harriss and Johnson, Chapter 4; *The Art of Editing*, Baskette and Sissors, Chapters 1 & 2; *The Associated Press Stylebook and Briefing of Media Law*; *Creative Managing Stress: A Businessperson's Guide*, Yates; *Stress at Work*, Cooper and Payne; *Stress and the Bottom Line*, Sherman; *Emotional Survival*, Hafen and Brog; *Instant English Handbook*, Semmelmeier.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L); 1:12(PE)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 1**  
**NEWSWRITING**

**TPFN:** DINFOS-BPAS-W-001-002-

**UNIT TITLE:** Lead Writing

**TPFN HOURS AND TYPE:** 5.5L, 10.5PE

**TPFN TOTAL HOURS:** 16

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Write a summary lead. (Leads #1) (graded/unrecorded)
- 002- Write a lead with a dateline. (Leads #2) (graded/recorded)
- 003- Write a lead with a bridge. (Leads #3) (graded/unrecorded)
- 004- Write a lead with a bridge. (Leads #4) (graded/recorded)

**SUMMARY OF INSTRUCTION:** Students learn to write a straight news story; identify and correctly use the five Ws and H; determine the lead emphasis story for a news lead; correctly use impersonal identification; identify a story's news peg; understand the ABCs of journalism; and learn to correctly use the newspaper dateweek. Students learn how to structure leads for both internal and external publications, and write a set of leads for each lesson under a timed, in-class deadline. All leads must conform to the Associated Press Stylebook. Leads 1 and 3 are graded, but unrecorded. Leads 2 and 4 are graded and recorded. Students must achieve a score of 70 to pass both Leads 2 and Leads 4 exercises. Leads 1 and 3 are unrecorded practice exercises used to prepare students to take the recorded practical exercises in Leads 2 and 4.

**REFERENCES:** *The Associated Press Stylebook and Briefing of Media Law*; *The Complete Reporter*, Harriss and Johnson, Chapter 6; *Modern News Reporting*, Warren, Chapters 5- 7; DINFOS Newswriting Programmed Instruction; *Exercise and Tests for Journalists*, Callahan, Danielson and Nelson; *Interpretative Reporting*, MacDougall, pages 47-48.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 1**  
**NEWSWRITING**

**TPFN:** DINFOS-BPAS-W-001-003-

**UNIT TITLE:** News Story Writing

**TPFN HOURS AND TYPE:** 9.5L, 7PE, 7.5 EP

**TPFN TOTAL HOURS:** 24

**PREREQUISITE TPFN:** DINFOS-BPAS-W-001-001; DINFOS-BPAS-W-001-002

**TASKS:**

- 001- Write an advance story. (Newsriting #1) (graded/unrecorded)
- 002- Write a construction story. (Newsriting #2) (graded/recorded)
- 003- Write an accident story. (Newsriting #3) (graded/recorded)
- 004- Write a change of command story. (Newsriting #4) (graded/recorded)
- 005- Localize and rewrite a story. (Newsriting #5) (graded/unrecorded)
- 006- Localize and rewrite a story. (Newsriting #6) (graded/recorded)]

**SUMMARY OF INSTRUCTION:** Students learn the structure of a complete straight news story, including the purpose of the local angle and military tie; how to fully identify people; the purpose of an advance story; a construction story; an accident story; a change-of-command story, and how to take a story from one of the military Services and flesh it out with local facts for an internal audience. Students also learn how stories, such as the change-of-command story, can be tailored to both external and internal publications. Students will also learn how to identify sources for gathering information, determine what information needs attribution; determine how and when names of accident victims can be released to the local media. Each writing assignment within this news stories series is accompanied by a copy editing quiz which counts as 10 percent of the student's grade. The writing assignment itself counts as the other 90 percent. Students must score a 70 on the News 2, News 3, News 4 and News 6 recorded written exercises. News 1 and News 5 are practice exercises used to prepare students for the follow-on graded exercises. Grading standards are the same for all exercises.

**REFERENCES:** *The Associated Press Stylebook and Briefing of Media Law*; *Newsriting: From Lead to "30,"* Metz; *The Complete Reporter*, Harriss and Johnson; *Modern News Reporting*, Warren; *News Reporting and Writing*, The Missouri Group; DINFOS Newsriting Programmed Instruction.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(PE,EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 1**  
**NEWSWRITING**

**TPFN:** DINFOS-BPAS-W-001-004-

**UNIT TITLE:** Headline Writing for Publication

**TPFN HOURS AND TYPE:** 3.5L, 4.5EP

**TPFN TOTAL HOURS:** 8

**PREREQUISITE TPFN:** None

**TASKS:** 001- Write a basic headline. (Headlines #1) (graded/unrecorded)  
002- Write a drop/read-in headline. (Headlines #2) (graded/recorded)

**SUMMARY OF INSTRUCTION:** Students identify the categories, functions and forms of a headline; understand the do's and don'ts for constructing a headline; understand how to properly use punctuation and abbreviations; determine how large a headline must be; and determine how to ensure a headline fits the desired space in a publication. Students practice writing at least three headlines. The first practical exercise will be used to prepare students for the graded/recorded Headlines 2 exercise, which introduces them to the characteristics of drop and read-in headlines. Students must achieve a score of 70 on the graded and recorded Headlines 2 exercise to pass.

**REFERENCES:** *The Associated Press Stylebook and Briefing of Media Law*; *Designing the Total Newspaper*, Arnold; *The Art of Editing*, Baskette and Sissors; *Contemporary Newspaper Design*, Garcia; DINFOS Headlines Booklet.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 1**  
**NEWSWRITING**

**TPFN:** DINFOS-BPAS-W-001-005-

**UNIT TITLE:** Sports Story Writing with Corresponding Headline

**TPFN HOURS AND TYPE:** 3.5L, 4.5EP

**TPFN TOTAL HOURS:** 8

**PREREQUISITE TPFN:** DINFOS-BPAS-W-001-002 (001-004); DINFOS-BPAS-W-001-003 (001-006); DINFOS-BPAS-W-001-004 (001-002)

**TASKS:** 001- Write a sports story. (Sports #1) (graded/unrecorded)  
002- Write a sports story. (Sports #2 (graded/recorded)

**SUMMARY OF INSTRUCTION:** Students discuss how to write a sports lead using the seven elements; understand the need to use sports terminology; recognize the importance of using colorful language; know how and when to use statistics, nicknames and ranks; and determine the proper sources for gathering sports data. Students also discuss proper organization of a sports story. Story must conform to the Introduction to Sports and the Associated Press Stylebooks. Sports 1 story is graded, but unrecorded and will be used as preparation for the graded/recorded exercise in Sports 2. Students must achieve a grade of at least 70 on the Sports 2 graded and recorded written examination. Story content will count for 90 percent of the grade. The headline will count as the remaining 10 percent.

**REFERENCES:** *The Associated Press Stylebook and Briefing of Media Law*; *The Complete Reporter*, Harriss and Johnson; *Sports Reporting*, Garrison; DINFOS Covering the Sports Scene Handbook.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(EP)

**SAFETY FACTORS:** N/A

## **FUNCTIONAL AREA 2**

### **FEATURE WRITING**

**TPFN:** DINFOS-BPAS-W-002-001-

**UNIT TITLE:** Principles of Feature Stories

**TPFN HOURS AND TYPE:** 3L, 14PE

**TPFN TOTAL HOURS:** 17

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Identify the different types of feature stories.
- 002- Understand feature writing techniques.
- 003- Write feature headlines.
- 004- Write feature leads and conclusions.
- 005- Conduct an interview.
- 006- Demonstrate understanding of feature principles.

**SUMMARY OF INSTRUCTION:** Students learn the differences between hard news stories and features in an overview on the different types of feature stories. They will understand how contemporary features combine traditional feature writing with new journalism. They discuss terminology common to creative and feature writing, discuss the writing process and learn some of the techniques that can be used to tell a story. Students learn how to select topics, collect information, organize, write, revise and rewrite the story using figurative language and the various story-telling devices of fiction writers. Students learn the functions of feature leads and conclusions appropriate to story types, and write three leads and conclusions as practice to another, graded and recorded leads and conclusions exercise. Students will also learn the differences between a good and bad interview, discuss how to prepare for an interview, identify procedures used in conducting an interview, determine how to take notes and undergo a practical exercise of interviewing a source using those lessons. The interview will be videotaped and critiqued in class. Students will use all information learned here to successfully write subsequent feature stories during the course and in the Final Cut – the final newspaper production project.

**REFERENCES:** *The Associated Press Stylebook and Briefing of Media Law*; *Write to be Read*, Patterson; *The Essential Feature*, Hay; *Headlines and Deadlines*, Garst and Bernstein; *News Editing*, Westley; *Feature Writing for Newspapers*, Williamson; *Beyond the Facts, A Guide to the Art of Feature Writing*, Alexander; *Stalking the Feature Story*, Ruehlmann; *The Complete Book of Feature Writing*, Witt; *The Freelance Feature Writer*, Holt; *How I Wrote the Story*, Scanlan; *Free to Write*, Clark; *The Word*, Cappon; *When Words Collide*, Kessler and McDonald; *Creative Interviewing*, Metz; *The Journalistic Interview*, Sherwood; *Free-Lancer and Staff Writing*, Rivers & Work; *Newswriting & Reporting for Today's Media*, Itule & Anderson; DINFOS Writing Features Handbook

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(PE)

**SAFETY FACTORS:** N/A

## **FUNCTIONAL AREA 2**

### **FEATURE WRITING**

**TPFN:** DINFOS-BPAS-W-002-002-

**UNIT TITLE:** Feature Story Writing

**TPFN HOURS AND TYPE:** 22L, 3PE, 38EP

**TPFN TOTAL HOURS:** 63

**PREREQUISITE TPFN:** DINFOS-BPAS-W-002-001 (001-006)

- TASKS:**
- 001- Write a basic news feature. (Features #1) (graded/unrecorded)
  - 002- Rewrite a basic news feature. (Features #2) (rewrite) (graded/recorded)
  - 003- Write a human-interest story with interview/observation. (Features #3)
  - 004- Rewrite a human-interest story with interview/observation. (Features #4) (graded/recorded)
  - 005- Write a human interest/personality feature. (Features #5)
  - 006- Rewrite a human interest/personality feature. (Features #6)
  - 007- Write a feature news story and sidebar. (Features #7)
  - 008- Write an auxiliary feature. (Features #8)

**SUMMARY OF INSTRUCTION:** Students define and discuss the purposes of news features, human interest features, personality features, auxiliary features and sidebar features. Students review the types of transitions, story structures, copy-fitting stories and will learn about the importance of secondary sources in feature stories. They will also learn about the relationship between editor and reporter as the instructor “coaches” them through information gathering and writing. Students learn how to observe and record action, settings and personality characteristics for use in feature stories. Students learn how to effectively describe a person’s physical features for inclusion in personality feature stories. Students also learn the value and use of sidebars to focus on one aspect of a related news story. On Features 2, 4, 6, 7 and 8, students must attain a score of at least 70 to pass. Features 3 and 5 count as 25% of the exercise grades for features 4 and 6 respectively. The stories count as 90 percent of the exercise grade, and the headline counts as the remaining 10 percent.

**REFERENCES:** *Feature Writing for Newspapers*, Williamson; *The Essential Feature*, Hay; *News Reporting and Writing*, Mencher; *Stalking the Feature Story*, Ruehlmann; *Free-Lancer and Staff Writing*, Rivers and Work; *News Writing and Reporting for Today’s Media*, Itule and Anderson; *Free to Write*, Clark; *Newswriting*, Stone; *Beyond the Facts: A Guide to the Art of Feature Writing*, Alexander; *Write to be Read*, Patterson; DINFOS Writing Features Handbook.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(PE,EP)

**SAFETY FACTORS:** N/A

### **FUNCTIONAL AREA 3** **NEWSPAPER PRODUCTION**

**TPFN:** DINFOS-BPAS-W-003-001-

**UNIT TITLE:** Design and Layout Skills

**TPFN HOURS AND TYPE:** 26L, 30EP, 39EP

**TPFN TOTAL HOURS:** 95

**PREREQUISITE TPFN:** None

- TASKS:**
- 001- Identify layout and design terms and concepts. (Design #1)
  - 002- Demonstrate the use of cropping and scaling tools. (Design #2)
  - 003- Explain desktop publishing.
  - 004- Demonstrate desktop publishing fundamentals and techniques.
  - 005- Explain pagination.
  - 006- Design an inside page. (Design #3) (graded/unrecorded)
  - 007- Demonstrate desktop publishing techniques. (Design #4) (graded/recorded)
  - 008- Demonstrate print layout using desktop publishing. (graded/recorded).
  - 009- Layout a newsletter using desktop publishing. (graded/recorded)
  - 010- Explain final project requirements.
  - 011- Demonstrate desktop publishing techniques during final project.

**SUMMARY OF INSTRUCTION:** Students learn the historical development of newspaper design; discuss the basic elements of design; and identify the principles of modern newspaper design. They also learn how to crop and scale photographs, use pica poles and proportional wheels for newspaper measurements, use a copy log and dummied symbols. They discuss design measurement units, calculate copy depth, determine headline size and depth. They learn the principles of desktop publishing (DTP), and how to create newspaper pages using DTP software, to include placing stories, headlines and artwork on pages. Students learn the basics of operating a scanner and its role in incorporating photographs into desktop publishing newspaper pages, and learn how to create simple charts and maps for use in DTP. Students individually create camera-ready, tabloid-sized pages for publishing, to include importing photos and graphics, and create a letter-sized newsletter page to include edited stories and clip art. This training will be used to prepare students to produce a professional 32-page tabloid-sized newspaper during which the students learn the responsibilities of a newspaper staff and the teamwork involved in publishing a military newspaper. Students write headlines, take photographs, create graphics and design the entire newspaper. Instructors grade and critique the newspaper for students. Students must achieve a score of at least 70 percent on the graded and recorded portions of this series.

**REFERENCES:** *Newspaper Layout and Design*, Moen; *Modern Newspaper Design*, Arnold. *The Art of Editing*, Baskette & Sissors; *Contemporary Newspaper Design*, Garcia; *The Newspaper Designer's Handbook*, Harrower; DINFOS Newspaper Production Techniques; Adobe PageMaker reference manual; DINFOS Desktop Publishing Handbook.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L); 1:12(PE,EP)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 4**  
**PHOTOJOURNALISM**

**TPFN:** DINFOS-BPAS-W-004-001-

**UNIT TITLE:** Principles of Photojournalism

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:** 001- Introduction to photojournalism.  
002- Explain basic composition rules.

**SUMMARY OF INSTRUCTION:** Students learn military photojournalism concepts, review course requirements, and discuss course policies and procedures; receive instruction identifying compositional elements such as center of interest in a photograph, rule of thirds, and the use of vertical and horizontal formats; and discuss how to foster a positive relationship between public affairs elements and installation photographic support facilities. This instruction is not graded.

**REFERENCES:** *Visual Impact In Print*, Gerald D. Hurley, and Angus McDougall;  
*Photojournalism: Content and Technique*, Greg Lewis; Nikon D-1H Operators Manual.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 4**  
**PHOTOJOURNALISM**

**TPFN:** DINFOS-BPAS-W-004-002-

**UNIT TITLE:** Camera Operations

**TPFN HOURS AND TYPE:** 9C/D, 29EP

**TPFN TOTAL HOURS:** 38

**PREREQUISITE TPFN:** DINFOS-BPAS-W-004-001

**TASKS:**

- 001- Demonstrate and perform camera operations.
- 002- Demonstrate exposure controls.
- 003- Demonstrate depth of field techniques.
- 004- Demonstrate equivalent exposure techniques.
- 005- Demonstrate the differences in camera lenses.(wide-angle, normal, telephoto)
- 006- Perform flash photography.

**SUMMARY OF INSTRUCTION:** Students identify and operate controls and functions of a camera, become familiar with loading and unloading PC cards, and perform preventive maintenance on the camera. Additionally, students will learn factors that govern exposure, identify focal stop and shutter speed settings, and discuss basic exposure calculations; receive instruction detailing the effects of different focal stop/shutter speed settings; discuss the effects of different lens types and their specific purposes; and learn to use an electronic flash in a number of different lighting situations. Students complete performance exercises for Digital Camera Operations, Depth of Field/Equivalent Exposure and Flash Photography. These exercises are graded and students must achieve at least a 70 percent score to pass. Instructors will record student grades and provide a critique of their work.

**REFERENCES:** *Visual Impact in Print*, Gerald D. Hurley and Angus McDougall; Nikon D-1H Operator's Manual; *Photojournalism: Content and Technique*, Greg Lewis.

**INSTRUCTOR/STUDENT RATIO:** 1:12(C/D); 1:12(EP)

**SAFETY FACTORS:** N/A

## **FUNCTIONAL AREA 4**

### **PHOTOJOURNALISM**

**TPFN:** DINFOS-BPAS-W-004-003-

**UNIT TITLE:** Photojournalism Techniques

**TPFN HOURS AND TYPE:** 10C/D, 18PE, 1EP, 1EW

**TPFN TOTAL HOURS:** 30

**PREREQUISITE TPFN:** DINFOS-BPAS-W-004-001

**TASKS:**

- 001- Identify the function of a Visual Information Record Identification Number.
- 002- Explain the different types and uses of cutlines.
- 003- Demonstrate proper military photographic protocol.
- 004- Shoot personality feature picture.
- 005- Demonstrate visual communication techniques/procedures.
- 006- Select pictures for publication.
- 007- Shoot sports photograph.
- 008- Mid-term exam.
- 009- Critique feature photographs.

**SUMMARY OF INSTRUCTION:** Students learn the purpose for a Visual Information Identification Number, the importance of a cutline to a photograph and the different types and uses of cutlines; identify the guidelines for “grip and grin” photography and its uses in publications; define the composition of a feature picture for publication, identify the different types of feature pictures, and research and plan photographic coverage of a personality feature subject. Students also learn to identify publishable photographs using suggested criteria and to explain the importance of compositional techniques to communicate visually; learn the criteria used to select publishable photographs from camera archives; and discuss techniques necessary to capture sports action. The Military Photographic Protocol, Personality Feature Picture, Visual Communication Techniques and Sports Photography all include performance exercises. Students will complete a multiple-choice examination midway through the course which tests their knowledge of photojournalism basics and techniques. Students must achieve at least a 70 percent score to pass the performance exercises (except the sports exercise, which is not graded) and written examination. These grades are recorded, and each exercise is critiqued by instructors.

**REFERENCES:** *Photojournalism: Content and Technique*, Greg Lewis; *Visual Impact in Print*, Gerald D. Hurley and Angus McDougall; Joint Combat Camera Center Captioning Guide.

**INSTRUCTOR/STUDENT RATIO:** 1:48(C/D,EW); 1:12(PE,EP)

**SAFETY FACTORS:** N/A

## **FUNCTIONAL AREA 4**

### **PHOTOJOURNALISM**

**TPFN:** DINFOS-BPAS-W-004-004-

**UNIT TITLE:** Picture Page Production with Desktop Publishing

**TPFN HOURS AND TYPE:** 9L, 14PE, 2EP

**TPFN TOTAL HOURS:** 25

**PREREQUISITE TPFN:** DINFOS-BPAS-W-004-003

**TASKS:**

- 001- Explain different variety of picture pages.
- 002- Perform picture page research.
- 003- Demonstrate effective layout and design.
- 004- Edit and layout a picture page production.
- 005- Demonstrate cropping & scaling.
- 006- Identify photos for publication.
- 007- Design a photo page layout.

**SUMMARY OF INSTRUCTION:** Students learn the different types of photo pages and identify the elements of the picture page; research a subject within their environment and prepare a planning sheet which details the photo shoot; explain and demonstrate how to crop photographs, and to proportionally increase the size of photographs in a layout. Additionally, students learn the functions of a layout, learn the significance of a photograph and its role in layout and design, describe the photo types used in layout, demonstrate layout steps, and learn the guidelines used to select and place photographs for publication. These classes of instruction culminate in a graded performance exercise. Students must achieve at least a 70 percent score to pass. This grade is recorded, and instructors will provide a critique of students' work.

**REFERENCES:** *Visual Impact in Print*, Gerald D. Hurley and Angus McDougall;  
*Photojournalism: Content and Technique*, Greg Lewis.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L), 1:12(PE,EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 4**  
**PHOTOJOURNALISM**

**TPFN:** DINFOS-BPAS-W-004-005-

**UNIT TITLE:** Principles of Electronic Imaging

**TPFN HOURS AND TYPE:** 5C/D, 4EP

**TPFN TOTAL HOURS:** 9

**PREREQUISITE TPFN:** DINFOS-BPAS-W-004-001

**TASKS:**

- 001- Explain electronic imaging.
- 002- Demonstrate proper use of electronic imaging hardware/software.
- 003- Explain electronic imaging ethics.
- 004- Download and process digital images from camera.
- 005- Explain scanner operations.

**SUMMARY OF INSTRUCTION:** Students receive an introduction to electronic imaging, which discusses the hardware and software used. They discuss ethical issues concerning the advent of electronic imaging, with special emphasis placed on the enhancement of images versus manipulation; discuss and cover in detail the software used to process negatives and digital photographs for publication; learn step-by-step procedures in connecting digital cameras to computers and uploading the information within them; learn the guidelines used to select and place photographs for publication; and learn film scanning basics. These classes of instruction culminate in a graded performance exercise. Students must achieve at least a 70 percent score to pass. This grade is recorded and instructors will provide a critique of students' work.

**REFERENCES:** *Visual Impact in Print*, Gerald D. Hurley and Angus McDougall;  
*Photojournalism: Content and Technique*, Greg Lewis.

**INSTRUCTOR/STUDENT RATIO:** 1:48(C/D); 1:12(EP)

**SAFETY FACTORS:** None

**FUNCTIONAL AREA 5**  
**PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-005-001-

**UNIT TITLE:** Introduction to Military Public Affairs

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the four reasons for having public affairs programs.
- 002- Explain the three functions of public affairs.
- 003- Explain the two approaches to public affairs.
- 004- Explain the four-step public affairs process.
- 005- Explain each Service's public affairs organization and operation.

**SUMMARY OF INSTRUCTION:** Students discuss the four reasons for having public affairs programs; explain the three public affairs functions; discuss each Service's public affairs organization and operations; discuss the two approaches to public affairs; and explain the four-step public affairs process. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** SECNAVINST 5720.44A Navy Public Affairs Regulation; Marine Corps Manual, MCO P5720.61; Army Field Manual 46-1, Public Affairs Operations; Coast Guard Public Affairs Manual; Air Force Instruction 35-101, Public Affairs Policies and Procedures.

**INSTRUCTOR/STUDENT RATIO:** 1:48 (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 5**  
**PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-005-002-

**UNIT TITLE:** Internal Information

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Define the goal and three objectives of internal information.
- 002- Identify the six internal audiences.
- 003- Describe the advantages and disadvantages of various internal media.
- 004- Explain how to target a message.
- 005- Explain public affairs product contracting procedures.
- 006- Explain how to publish and distribute public affairs products.
- 007- Explain readership surveys and their benefits to public affairs.
- 008- Explain the commander's access channel.
- 009- Describe products from AFIS, including American Forces Radio and Television Service.

**SUMMARY OF INSTRUCTION:** Students define the overall goal and three objectives of internal information programs; discuss the five internal audiences; describe the advantages and disadvantages of various internal media; explain how to target a message; explain public affairs product contracting procedures; explain how to publish and distribute public affairs products; discuss how to prepare and use readership surveys; discuss how to use a commander's access channel; and describe military broadcasting and American Forces Radio and Television Service. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** Army Regulation 360-1, The Army Public Affairs Program; SECNAVINST 5720.44A, Chapter 2; Marine Corps Public Affairs Manual, MCO P5720.44A; Air Force Instruction 35-301, Public Affairs Policies and Procedures; DINFOS Public Affairs Handbook; *The Practice of Public Relations*, Fraser P. Seital, 2nd edition; *Effective Public Relations*, Cutlip, Center and Broom.

**INSTRUCTOR/STUDENT RATIO:** 1:48 (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 5**  
**PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-005-003-

**UNIT TITLE:** Communications Law

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the two types of defamation.
- 002- Identify the six elements of libel.
- 003- Recognize potentially defamatory statements.
- 004- Describe potential privacy rights violations.
- 005- Explain copyright laws.

**SUMMARY OF INSTRUCTION:** Students explain the two types of defamation; discuss the six elements of libel; recognize potentially defamatory statements; describe potential privacy rights violations; and discuss copyright laws. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES: REFERENCES:** *The Writer's Legal Companion*, Brad Bunnin and Peter Beren, Reading, Mass., Addison Wesley Publishing Company, 1988; *Mass Media Law*, Donald R. Pember, Iowa, Wm. C. Brown Publishing Company, 1977; *Law of Mass Communications*, Harold L. Nelson and Dwight L. Teeter, 5th edition, New York, Foundation Press, 1986; *The Associated Press Stylebook and Briefing on Media Law*; *The Law of Public Communication*, Kent R. Middleton and Bill F. Chamberlin, 3rd edition, New York, Longman Publishing Group, 1994.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 5**  
**PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-005-004-

**UNIT TITLE:** Professional Ethics and Perceptions

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain professional ethics.
- 002- Explain the differences between the military and media cultures.
- 003- Explain how to avoid conflicts of interests.
- 004- Identify the Department of Defense's and individual Service policies on accepting gifts.
- 005- Explain how to use attribution to avoid plagiarism.
- 006- Explain how to avoid alienating portions of your audience.
- 007- Explain sources of equal opportunity information.

**SUMMARY OF INSTRUCTION:** Students discuss the differences between the military and media cultures; explain how to avoid conflicts of interests; discuss the Department of Defense's and Service's policies on accepting gifts; explain how to use attribution to avoid plagiarism; explain how to avoid alienating portions of an audience; and discuss sources of equal opportunity information. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** Department of Defense Directive 5500.7-R, Joint Ethics Regulation; Army Regulation 360-1, The Army Public Affairs Program; SECNAVINST 5720.44A; Marine Corps Order 5720.61; "Ethics for the U.S. Air Force Officer," Edsel O. Chalker, Air University, 1972; *The Melancholy Anatomy of Plagiarism*, Onge, University Press of American, 1988; "Plagiarism: It's Not a Black and White Issue," The Quill, December 1991; *BattleLines*, Braestrup, Priority Press Publications, New York, 1985.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 6**  
**COMMUNITY RELATIONS**

**TPFN:** DINFOS-BPAS-W-006-001-

**UNIT TITLE:** Proactive Community Relations

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Define community relations.
- 002- Explain why a military community conducts community relations.
- 003- Explain methods of developing local community relations programs.
- 004- Explain how to use the four step public affairs process to handle a community relations event.

**SUMMARY OF INSTRUCTION:** The students define community relations; explain why a military community conducts community relations; explain how to use the four-step problem-solving cycle to handle community relations events and issues. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** DoD Directives/Instructions, 5410.18 and 5410.19; Air Force Instruction 35-01; SECNAVINST 5720.44; Army Regulation 360-1, The Army Public Affairs Program; Marine Corps Public Affairs Manual, MCO P5720.60.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 6**  
**COMMUNITY RELATIONS**

**TPFN:** DINFOS-BPAS-W-006-002-

**UNIT TITLE:** Community Relations Tools

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** BPAS-W-006-001-

**TASKS:**

- 001- Identify six major factors the public affairs specialist must consider when dealing with a community relations issue.
- 002- Identify the civic outreach programs.
- 003- Explain how to handle community relations requests from national organizations.
- 004- Identify requirements for special Service demonstration team requests.
- 005- Explain Department of Defense policy restrictions on the conduct of community relations programs.

**SUMMARY OF INSTRUCTION:** The students identify six major factors the public affairs specialist must consider when dealing with a community relations issue; identify civic outreach programs; explain how to handle requests for support from national organizations; identify requirements for handling requests for special Service demonstration teams; and identify Department of Defense policy restrictions on the conduct of community relations programs. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** DoD Directives/Instructions, 5410.18 and 5410.19; Air Force Instruction 35-01; SECNAVINST 5720.44; Army Regulation 360-1, The Army Public Affairs Program; Marine Corps Public Affairs Manual, MCO P5720.60.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 6**  
**COMMUNITY RELATIONS**

**TPFN:** DINFOS-BPAS-W-006-003-

**UNIT TITLE:** Community Concerns

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** DINFOS-BPAS-W-006-001-

**TASKS:**

- 001- Explain how military installations impact local education systems.
- 002- Explain methods for dealing with encroachment.
- 003- Explain PA concerns associated with base closures.
- 004- Identify public affairs roles in Department of Defense environmental programs.

**SUMMARY OF INSTRUCTION:** The students explain how a military community affects local education systems; explain methods of dealing with encroachment; discuss concerns associated with base closures; and discuss public affairs roles in Department of Defense environmental programs. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** Public Law 81-874 and Public Law 81-815, as amended; Clean Air Act; Clean Water Act; Environmental Regulation Handbook; current case studies on impact aid, base closures, environmental impact, noise pollution, encroachment and land use; *Community Relations Training Needs for DoD Installation Restoration Program*, ICF, Inc. November 1986; *Blueprint for the Environment: A Plan for Federal Action*, Allan Com., ed., Howe Brothers, Salt Lake City, 1989; *Covering an Environmental Accident: Are Journalists Prepared?* (Rutgers University videotape).

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 6**  
**COMMUNITY RELATIONS**

**TPFN:** DINFOS-BPAS-W-006-004-

**UNIT TITLE:** Case Studies in Community Relations

**TPFN HOURS AND TYPE:** 2CS

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** DINFOS-BPAS-W-006-001 through 006-003

**TASKS:** 001- Discuss a case study diagnostic of community relations events.

**SUMMARY OF INSTRUCTION:** Students explain how to set up a community relations program; discuss how to respond to a speaker request; explain how to coordinate with other staff to organize a tour; describe how to respond to community concerns; explain how to handle requests for support; and discuss host nation sensitivities. This instruction will be tested on a subsequent exam in DINFOS-BPAS-W-006-005. A passing grade of 70 percent is required.

**REFERENCES:** All instruction and references in DINFOS-BPAS-W-006-001 through 006-003.

**INSTRUCTOR/STUDENT RATIO:** 1:12(CS)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 6**  
**COMMUNITY RELATIONS**

**TPFN:** DINFOS-BPAS-W-006-005-

**UNIT TITLE:** PAD Examination I

**TPFN HOURS AND TYPE:** 1L, 1EW

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** All instructional TPFNs in functional areas 5 and 6

**TASKS:**     001-   Demonstrate proficiency in functional areas 5 and 6 on a  
                              multiple-choice examination with a score of at least 70.  
                  002-   Critique the examination of functional areas 5 and 6.

**SUMMARY OF INSTRUCTION:** Students are tested on their knowledge of public affairs policy and community relations. Test 1 is on section 1 in the PAD BPAS-W Handbook which covers functional areas 5 and 6. Students must attain a minimum score of 70 on the test. The examination will be critiqued the same instructional day. Satisfactory completion of the test is a requirement for graduation from the course.

**REFERENCES:** All references in Functional Areas 5 and 6.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L); 1:48(EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-001-

**UNIT TITLE:** Guidelines for Release of Information

**TPFN HOURS AND TYPE:** 3L

**TPFN TOTAL HOURS:** 3

**PREREQUISITE TPFN:** None

- TASKS:**
- 001- Explain why the military needs guidelines for releasing information.
  - 002- Explain the public's right to know versus its need to know.
  - 003- Describe Department of Defense policy on releasing information.
  - 004- Explain the principles of information.
  - 005- Explain the limitations of the principles of information using the acronym SAPP (Security, Accuracy, Policy, Propriety).
  - 006- Explain the provisions of the Freedom of Information and privacy acts.
  - 007- Explain the guidelines for the release of information involving an accident or incident.
  - 008- Discuss the initial release.

**SUMMARY OF INSTRUCTION:** Students explain why the military needs guidelines for releasing information; identify the meaning of the American public's right to know versus its need to know; describe Department of Defense policy on information and the principles of information; discuss the limitations of the doctrine; discuss the provisions of the Freedom of Information and Privacy Acts; explain what the guidelines for the release of information can do for a public affairs office; and explain the guidelines for the release of information involving an accident /incident. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** DoD Directives 5230.9, Clearance of DoD Information for Public Release, 9 APR 96; DoD Principles of Information; DoD Directive 5230-16, Nuclear Accident & Incident Public Affairs Guidance, 20 DEC 93; DoD Directive 5400.7, DoD Freedom of Information Act Program; DoD Directive 5400.11, DoD Privacy Program, 9 JUN 82; DoD Directive 5410.14, Cooperation with U.S. News Media Representatives at the Scene of Military Accidents Occurring Outside Military Installations; AFI 35-101, Public Affairs Policies and Procedures; SECNAVINST 5720.44A, Article 0803, Public Affairs Assessment of and Initial Release on Disaster, Public Affairs Policy & Regulations, 3 Jun 87; AR 360-1, The Army Public Affairs Program.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-002-

**UNIT TITLE:** Media Interactions

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** DINFOS-BPAS-W-007-001-

**TASKS:**

- 001- Define news.
- 002- Define a media query.
- 003- Use professional telephone techniques.
- 004- Explain how to properly fill out a media query form.
- 005- Recognize and complete responses that include command messages.
- 006- Identify the different types of attribution and when they are used.
- 007- Explain the techniques for providing on-camera media interviews.
- 008- Explain the techniques for preparing and delivering a radio beeper.

**SUMMARY OF INSTRUCTION:** Students discuss the definitions of a media query; recognize professional telephone techniques; explain how to properly fill out a media query form; recognize a complete response that includes command messages; discuss the different types of attribution and when they are used; discuss the techniques for providing on-camera media interviews; and explain the techniques for preparing and delivering a radio beeper. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** FM 46-1, Public Affairs Operations; SECNAVINST 5720.44A; AFI 35-101, Public Affairs Policies and Procedures; McLoughlin, Barry J, *Encountering the Media: Pocket Tips Booklet*, and *Risk and Crisis Communications: Pocket Tips Booklet*; Washington, DC: McLoughlin MultiMedia Publishing LTD., 1996; Cutlip, Center and Broom; *Effective Public Relations*, 6th ed.; Figueroa, Louis, *Engaging the Media*, Office of the Secretary of the Air Force of Public Affairs, 1991.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-003-

**UNIT TITLE:** Escorting the Media

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** DINFOS-BPAS-W-007-001-

**TASKS:**

- 001- Explain why we escort the media.
- 002- Describe ground rules and how to enforce them.
- 003- Explain how to prepare for a media visit and escort the media.
- 004- Describe how to prepare staff members for an interview.
- 005- Explain the special considerations for electronic media.
- 006- Explain what actions to take after a media visit.

**SUMMARY OF INSTRUCTION:** Students discuss why we escort the media; explain when we escort the media; describe ground rules and how to enforce them; discuss how to prepare for a media visit and escort the media, explain how to arrange interviews with the media; including the special considerations for electronic media; and explain what actions to take after a media visit. This instruction will be critiqued in a subsequent ungraded case study and will be graded on an exercise in DINFOS-BPAS-W-007-007. This instruction will also be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** DoD Instruction 5435.2, Delegation of Authority to Approve Travel In and Use of Military Carriers for Public Affairs Purposes, 25 April 1975, ASD(PA); FM 46-1, Public Affairs Operations; Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations, May 1997; AR 360-1, The Army Public Affairs Program; Air Force Instruction 35-101, Public Affairs Policies and Procedures; SECNAVINST 5720.44A, Public Affairs Policy and Regulations, 3 Jun 87; Engaging the Media, Office of the Secretary of the Air Force of Public Affairs, 1991.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-004-

**UNIT TITLE:** Military Families and Public Affairs

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** BPAS-W-007-001

**TASKS:**

- 001- Explain when the media would want to talk to military families.
- 002- Explain military family members' perceptions of the media.
- 003- Describe military family members' rights when talking to the media.
- 004- Explain how the public affairs staff can help families deal with the media.
- 005- Describe public affairs considerations when dealing with military families for internal information programs.

**SUMMARY OF INSTRUCTION:** Students discuss when the media would want to talk to military families; explain military family members' perceptions of the media; describe military family members' rights when talking to the media; and discuss how the public affairs staff can help families deal with the media. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** "VISION 2000, Public Affairs into the 21st Century", OCPA, DA, 1994; "In the Spotlight, Media and the Tactical Commander", Center for Army Lessons Learned, No. 92-7, 1992; SECNAVINST 5720.44A, Chapter 2; Air Force Instruction 35-101, Public Affairs Policies and Procedures; FM 46-1, Public Affairs Operations.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-005-

**UNIT TITLE:** Administration of Media Relations

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain how to set up and maintain a media list.
- 002- Explain how to track the media.
- 003- Explain the methods of releasing information.
- 004- Explain how to set up a news media center.
- 005- Explain how to arrange a media conference.
- 006- Explain how to arrange media travel/orientation flights.
- 007- Describe the types and uses of media relations files.

**SUMMARY OF INSTRUCTION:** Students explain how to set up and maintain a media list; explain how to track the media; discuss the methods of releasing information; explain how to set up a news media center; explain how to arrange a media conference; explain how to arrange media travel/orientation flights; and describe the types and uses of media relations files. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** SECNAVINST 5720.44A, Public Affairs Policy and Regulations, 3 June 1987; Air Force Instruction 35-101, Public Affairs Policies and Procedures; DoD Instruction 5435.2, Delegation of Authority to Approve Travel in and Use of Military Carriers for Public Affairs Purposes, April 25, 1975; FM 46-1, Public Affairs Operations.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-006-

**UNIT TITLE:** Case Study in Media Relations

**TPFN HOURS AND TYPE:** 6PE

**TPFN TOTAL HOURS:** 6

**PREREQUISITE TPFN:** BPAS-W-007-001- through 007-005-

**TASKS:**

- 001- Take a media query.
- 002- Develop responses to media queries, including command messages.
- 003- Respond to a media query/write an initial release
- 004- Respond to on-camera interview questions.
- 005- Prepare and deliver a radio message.

**SUMMARY OF INSTRUCTION:** Students receive media queries; determine news sources; coordinate with a commander's staff; develop command messages; and from the queries, write an initial release; develop responses for an on-camera interview; gather information for news releases; apply the guidelines for release to news media products; prepare for a media visit; develop ground rules for the media; represent the command in an on-camera interview; and conduct an after action review. This instruction is critiqued and will be graded in a performance exercise on DINFOS-BPAS-W-007-007. This instruction will also be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** All instruction and references in DINFOS-BPAS-W-007-001 through 007-005.

**INSTRUCTOR/STUDENT RATIO:** 1:12(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-007-

**UNIT TITLE:** Media Techniques Exercise

**TPFN HOURS AND TYPE:** 6PE

**TPFN TOTAL HOURS:** 6

**PREREQUISITE TPFN:** BPAS-W-007-001- and 007-002-

**TASKS:**

- 001- Take a media query.
- 002- Develop responses to media queries, including command messages.
- 003- Respond to a media query.
- 004- Respond to on-camera interview questions.
- 005- Prepare and deliver a telephone (radio) query response.

**SUMMARY OF INSTRUCTION:** Students develop responses to media queries, including command messages; respond to a media query; respond to on-camera interview questions; and prepare and deliver a radio beeper. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** All references listed in DINFOS-BPAS-W 007-001 through 007-006.

**INSTRUCTOR/STUDENT RATIO:** 1:12(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 7**  
**MEDIA RELATIONS**

**TPFN:** DINFOS-BPAS-W-007-008-

**UNIT TITLE:** Field Practical Exercise

**TPFN HOURS AND TYPE:** 3L, 16PE

**TPFN TOTAL HOURS:** 19

**PREREQUISITE TPFN:** All TPFNs in Functional Areas 5, 6, 7, 8 and 9

- TASKS:**
- 001- Prepare for the Field Practical Exercise.
  - 002- Respond to media queries in an office and field environment.
  - 003- Respond to requests for information from the public in an office and field environment.
  - 004- Display professionalism in an office and field environment.
  - 005- Interact with military staffs in an office and field environment.
  - 006- Prepare a spokesperson for an interview in an office and field environment.
  - 007- Develop command messages in an office and field environment.
  - 008- Meet deadlines in an office and field environment.
  - 009- Perform as a team in an office and field environment.
  - 010- Research information for news stories in an office and field environment.
  - 011- Escort media in an office and field environment.
  - 012- Set up a news media center in a field environment.
  - 013- Register/Accredit the media in a field environment.
  - 014- Arrange for media travel in a field environment.
  - 015- Produce a worldwide website using proper journalistic principles.
  - 016- Participate in an after action review.

**SUMMARY OF INSTRUCTION:** Students are assigned to roles and teams for the Field Practical Exercise. A PAD instructor serves as the public affairs supervisor for the team. During the exercise, students apply guidelines for releasing information; conduct interviews; download Service news stories; and research information for news stories; write an external news release; respond to media queries; arrange for media travel; respond to requests for information from the public; display professionalism; interact with military staffs; work with civil affairs staff to solve community relations problems; prepare a spokesperson for an interview; develop command messages; meet deadlines and perform as a team. Each team produces a field world-wide web site while deployed to the mythical country of Malzombia. A passing score of 70 percent is required.

**REFERENCES:** All previous instruction and references in DINFOS-BPAS-W functional areas 5-9.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L); 1:6(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 8**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-008-001-

**UNIT TITLE:** Introduction to Joint Service Operations

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

- TASKS:**
- 001- Explain each Service's organization and operations.
  - 002- Explain the Service chain of command and its administrative mission.
  - 003- Explain the unified command structure and its operational mission.
  - 004- Explain how the unified commands support U.S. national security goals.
  - 005- Define selected operational and public affairs terms.

**SUMMARY OF INSTRUCTION:** Students discuss each Service's organization and operations; explain the Service chain of command and its administrative mission; explain the unified command structure and its operational mission; discuss how the unified commands support U.S. national security goals; and define selected operational and public affairs terms. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required. This instruction is applied during the Field Practical Exercise.

**REFERENCES:** Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations; Joint Staff Officers Guide, 1993.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 8**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-008-002-

**UNIT TITLE:** Introduction to Joint Information Bureaus

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** DINFOS-BPAS-W 008-001-

**TASKS:**

- 001- Define what is meant by the term Joint Information Bureau (JIB).
- 002- Explain a JIB's major responsibilities.
- 003- Describe the internal organizational structure of a JIB.
- 004- Explain a JIB's relationship with its commander, Department of Defense, military units and other agencies.

**SUMMARY OF INSTRUCTION:** Students define what is meant by the term Joint Information Bureau; discuss a JIB's major responsibilities; and discuss a JIB's relationship with its commander, Department of Defense, military units and other agencies. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** Joint Pub 3-61, Doctrine for Public Affairs in Joint Operations; DoD Directive 5400, Joint Public Affairs Operations.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 8**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-008-003-

**UNIT TITLE:** Public Affairs Overseas

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** DINFOS-BPAS-W 008-001-

- TASKS:**
- 001- Describe host nation sensitivities overseas and how these factors can affect the public affairs mission.
  - 002- Explain how military public affairs specialists interact with the embassy.
  - 003- Describe the factors that affect external information overseas.
  - 004- Explain the impact of terrorism on public affairs operations.

**SUMMARY OF INSTRUCTION:** Students will describe host nation sensitivities overseas and how these factors can affect the public affairs mission; explain how military public affairs specialists interact with the embassy; describe the factors that affect external information overseas; list six internal information tools available overseas; discuss the importance of internal information overseas; and explain the impact of terrorism on public affairs operations. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** U.S. Navy Public Affairs Instructions, SECNAVINST 5720.44; Department of Army Pamphlet 550 series, area handbooks.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 8**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W 008-004-

**UNIT TITLE:** Wartime Roles and Missions

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** DINFOS-BPAS-W-008-001 through 008-003

- TASKS:**
- 001- Explain the Department of Defense's nine principles for media coverage.
  - 002- Discuss how the principles affect public affairs specialists.
  - 003- Describe the guidelines for arranging media pools.
  - 004- Explain internal information objectives in wartime.
  - 005- Explain community relations needs in the theater of operations and at home base.
  - 006 Explain public affairs role in Information Operations.

**SUMMARY OF INSTRUCTION:** Students discuss the Department of Defense's nine principles for media coverage; discuss what the principles mean to public affairs specialists; describe the guidelines for arranging media pools; explain internal information objectives in wartime; discuss community relations needs in the theater of operations; and discuss community relations needs at the home base. This instruction will be tested on a subsequent examination in DINFOS-BPAS-W-008-005. A passing score of 70 percent is required.

**REFERENCES:** Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations; AFSC Pub 1, Joint Staff Officers Guide; DINFOS Public Affairs Handbook; "Nine Principles: Military Media Relations," Head Plans Policy, Headquarters Marine Corps.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 8**  
**OPERATIONAL PUBLIC AFFAIRS**

**TPFN:** DINFOS-BPAS-W-008-005-

**UNIT TITLE:** PAD Examination II

**TPFN HOURS AND TYPE:** 1EW, 1L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** All instructional TPFNs in functional Areas 7 and 8

**TASKS:** 001- Demonstrate knowledge of functional areas 7 and 8 on a 50-question, multiple-choice examination with a score of at least 70 percent.  
002- Critique the examination of functional areas 7 and 8.

**SUMMARY OF INSTRUCTION:** Students are tested on their knowledge of public affairs policy, media relations and community relations. Exam II is on section 2 of the PAD BPAS-W Handbook, which covers Functional Areas 7 and 8. Students must attain a minimum average of 70 from Examinations I and II. The examination will be critiqued the same day. Satisfactory completion of both PAD examinations is a requirement for successful graduation from the course.

**REFERENCES:** All references in functional areas 7 and 8.

**INSTRUCTOR/STUDENT RATIO:** 1:48 (L,EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 9**  
**METHODS and APPLICATIONS**

**TPFN:** DINFOS-BPAS-W-009-001-

**UNIT TITLE:** Research Methods

**TPFN HOURS AND TYPE:** 2L, 2EP

**TPFN TOTAL HOURS:** 4

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Define research.
- 002- Explain the types of research.
- 003- Explain library cataloging methods.
- 004- Explain periodical index formats.
- 005- Explain how to access the Internet.
- 006- Explain how to properly attribute information.
- 007 Write research paper on selected topic.

**SUMMARY OF INSTRUCTION:** Students learn what research is and the different types of research; discuss library cataloging methods and periodical index formats; describe how to access the Internet; explain how to research on the Internet; and discuss how to properly attribute information. The students will be given host nation sensitivities and will write a one-to-three page report using at least one book, one periodical and one electronic source, which must be properly attributed. A minimum score of 70 percent must be attained on the report which will be considered a graded examination.

**REFERENCES:** *Harbrace Guide to Library and the Research Paper*, Donald A. Sears, 3rd Edition, 1973; “*The Internet Show*,” Brandenburg Productions Inc. and The Production Companies Inc., PBS Home Video, 1994; *The Complete Idiot’s Guide to Computer Terms*, Joe Kraynak, 2nd Edition, Alpha Books, Indianapolis, Ind, 1994; *Student’s Guide to the Internet*, David Clark, Alpha Books, Indianapolis, Ind., 1995.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L)(EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 9**  
**METHODS and APPLICATIONS**

**TPFN:** DINFOS-BPAS-W-009-002-

**UNIT TITLE:** Electronic Resources

**TPFN HOURS AND TYPE:** 1D

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Identify military related world wide web (WWW) sites.
- 002- Determine the uses and maintenance of WWW sites for public affairs activities.
- 003- Identify methods to use WWW services and sites.
- 004- Demonstrate the ability to connect, download and transfer data from WWW sites for public affairs use.

**SUMMARY OF INSTRUCTION:** Student identify military world wide web sites; determine the uses of WWW sites for public affairs activities; identify methods to use WWW service and sites; and demonstrate the ability to connect, download and transfer data from WWW sites for public affairs use.

**REFERENCES:** “*The Internet Show*,” Brandenburg Productions Inc. and The Production Companies Inc., PBS Home Video, 1994; *The Complete Idiot’s Guide to Computer Terms*, Joe Kraynak, 2nd Edition, Alpha Books, Indianapolis, Ind., 1994; *Student’s Guide to the Internet*, David Clark, Alpha Books, Indianapolis, Ind., 1995.

**INSTRUCTOR/STUDENT RATIO:** 1:12(D)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 9**  
**METHODS and APPLICATIONS**

**TPFN:** DINFOS-BPAS-W-009-003-

**UNIT TITLE:** Local Area Networks (LAN) and Electronic Mail (E-Mail)

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** DINFOS-BPAS-W-009-001 to 003-

**TASKS:**

- 001- Explain the concept of local area networks and electronic mail systems.
- 002- Determine the use of LANs and e-mail in public affairs activities.
- 003- Explain methods for retrieving, reading, responding to, composing and sending e-mail messages.

**SUMMARY OF INSTRUCTION:** Students discuss the concept of local area networks and electronic mail systems; determine the use of LANs and E-Mail in public affairs activities; discuss methods for retrieving, reading, responding to, composing and sending E-Mail messages. This instruction is tested during subsequent practical exercise in DINFOS-BPAS-W-007-008, with a pass/fail grade.

**REFERENCES:** “*The Internet Show*,” Brandenburg Productions Inc. and The Production Companies Inc., PBS Home Video, 1994; *The Complete Idiot’s Guide to Computer Terms*, Joe Kraynak, 2nd Edition, Alpha Books, Indianapolis, Ind., 1994; *Student’s Guide to the Internet*, David Clark, Alpha Books, Indianapolis, Ind., 1995.

**INSTRUCTOR/STUDENT RATIO:** 1:12(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 9**  
**METHODS and APPLICATIONS**

**TPFN:** DINFOS-BPAS-W-009-004

**UNIT TITLE:** Web Communications

**TPFN HOURS AND TYPE:** 3L, 6 PE

**TPFN TOTAL HOURS:** 9

**PREREQUISITE TPFN:** DINFOS-BPAS-W-009-001 to 004

**TASKS:**

- 001- Recognize the vocabulary, origin, structure and function of the Internet.
- 002- Familiarize with a web site communications plan.
- 003- Assess compliance with DoD/Service web policies and federal regulations
- 004- Review OPSEC and proprietary sensitive information policies.
- 005- Discuss website hardware and infrastructure.
- 006- Identify the principles of web site authoring and design.
- 007- Create and maintain a web page.

**SUMMARY OF INSTRUCTION:** Students learn the vocabulary, origin, structure and function of the Internet, become familiar with a web site communication plan and assess a web site's compliance with DOD/Service web policies. Additionally, students will be able to assess a web site's compliance with DOD/Service OPSEC and proprietary sensitive information policies. Students also discuss website hardware and infrastructure and the principles of web site authoring and design. Students also learn how to create and maintain a web page using web authoring software and a step by step guide during a performance exercise.

**REFERENCES:** [www.defenselink.mil/webmasters/#DoD](http://www.defenselink.mil/webmasters/#DoD) Web Policy. Web Policy Air Force Web Style Guide, 11 Dec 97, PA Handbook to Managing Web Projects, SAF/PAR, 10 Mar 98, Air Force Online Web Course in HTML Authoring, Guidance for Management of Publicly Accessible U.S. Army Website, DoDD 5230.9 - Clearance of DoD Information for Public Release, DoDI 5120.4 - Electronic Newspaper Policy, DoDI - Security and Policy Review of DoD Information for Public Release, DoD Policy Memorandum - Establishing and Maintaining a DoD Web Information Service, Deputy SecDef Memo - Clearance Procedures for Making Electronic Information Available to the Public, USAF AFI 33-129 - Transmission of Information via the Internet, ALCOM 035/95 of 212001Z JUL 95 - Guidelines for Naval Use of the Internet, Art and Zen of Web Sites, Front Page Step-by-Step tutorial; Operations Security, Program Manager's Handbook, Interagency OPSEC Support Staff August 1998.

**INSTRUCTOR/STUDENT RATIO:** 1:48(L), 1:12(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-001-

**UNIT TITLE:** USAF Public Affairs Organization

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Identify the principles of Air Force Public Affairs.
- 002- Identify the highest Air Force PA authority.
- 003- Explain Air Force public affairs functional areas.
- 004- Explain Secretary of the Air Force/Public Affairs (SAF/PA) organizational areas.
- 005- Describe AFNEWS functional areas.
- 006- Explain regional SAF/PA offices.
- 007- Explain major command PA functional areas.
- 008- List the chain of command for a typical PA office.

**SUMMARY OF INSTRUCTION:** Students identify the principles of Air Force public affairs; identify the highest Air Force PA authority; explain Air Force public affairs functional areas; discuss SAF/PA organizational areas; describe AFNEWS functional areas; discuss regional SAF/PA offices; explain major command PA functional areas and list the chain of command for a typical PA office. This instruction will be tested on a subsequent Air Force Service-specific examination in -BPAS-W-010-007. A passing score of 70 percent is required.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students(L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-002-

**UNIT TITLE:** Electronic Air Force PA Resources

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** DINFOS-BPAS-W 010-001-

**TASKS:**

- 001- Explain how Air Force Link supports the Air Force public affairs mission.
- 002- Identify material available on Air Force electronic resources.
- 003- Explain how to electronically access Air Force public affairs material.

**SUMMARY OF INSTRUCTION:** Students explain how Air Force Link supports the Air Force public affairs mission; identify material available on Air Force electronic resources; and explain how to electronically access Air Force biographies, fact sheets, Air Force Updates and Air Force News Service. This instruction will be tested on a subsequent Air Force Service-specific examination in DINFOS-BPAS-W-010-007. A passing score of 70 percent is required.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-003-

**UNIT TITLE:** USAF Base Newspapers and Guides

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the primary reasons for having a base newspaper.
- 002- Explain the groups that comprise the internal audience.
- 003- Describe the two types of Air Force newspapers.
- 004- Explain the role AFNEWS/II plays in Air Force newspapers.
- 005- Describe the purpose for and two types of base guides.
- 006- Explain the functions and responsibilities of unit public affairs representatives.

**SUMMARY OF INSTRUCTION:** Students explain the primary reasons for having a base newspaper; discuss the groups that comprise the internal audience; describe the two types of Air Force newspapers; explain the role AFNEWS/II plays in Air Force newspapers; describe the purpose for and two types of base guides; and explain the functions and responsibilities of unit public affairs representatives. This instruction will be tested on a subsequent Air Force Service-specific examination in DINFOS-BPAS-W-010-007. A passing score of 70 percent is required.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-004-

**UNIT TITLE:** Community Support Requests

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:** 001- Explain the Air Force policy on responding to common community support requests.  
002- Identify Air Force public affairs' role in community support requests.

**SUMMARY OF INSTRUCTION:** Students explain the Air Force policy on responding to common community support requests; and identify Air Force public affairs' role in humanitarian airlifts, orientation flights, community requests for local equipment and displays, the National Civic Outreach Program and speakers bureau support. This instruction will be tested on a subsequent Air Force Service-specific examination in DINFOS-BPAS-W-010-008. A passing score of 70 percent is required.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-005-

**UNIT TITLE:** Crisis Response

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the Air Force's primary objectives during a crisis situation.
- 002- Explain public affairs objectives during a crisis situation.
- 003- Explain the different types of crisis categories, the release authority and how to respond to each type.
- 004- Identify the purpose and procedures for operating a Straight Talk Center.

**SUMMARY OF INSTRUCTION:** Students discuss the Air Force's primary objectives during a crisis situation; discuss public affairs objectives during a crisis situation; explain the different types of crisis categories, the release authority and how to respond to each type; and identify the purpose and procedures for operating a Straight Talk Center. This instruction will be tested on a subsequent Air Force Service-specific examination in DINFOS-BPAS-W-010-007. A passing score of 70 percent is required.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-006-

**UNIT TITLE:** USAF Enlisted Public Affairs Career Field

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Describe the Air Force public affairs specialty code.
- 002- Explain in general terms the meaning of each code digit.
- 003- Explain the two areas of learning concerning on-the-job training and the primary documents that correspond to each area.
- 004- Explain the Air Force schools and DINFOS courses for enlisted and civilian public affairs professionals.
- 005- Explain the organization responsible for the assignment of public affairs people worldwide.

**SUMMARY OF INSTRUCTION:** Students describe the Air Force public affairs specialty code and explain the meaning of each code digit; discuss the two areas of learning concerning on-the-job training and identify the primary documents that correspond to each area; explain the Air Force schools and /DINFOS courses available for enlisted and civilian public affairs professionals; and explain the organization responsible for the assignment of public affairs people worldwide. This instruction will be tested on a subsequent Air Force Service-specific examination in DINFOS-BPAS-W-010-007. A passing score of 70 percent is required.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-007-

**UNIT TITLE:** USAF Expeditionary Public Affairs

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

<b>TASKS</b>	001- Explain the situations where a PA journeyman may deploy.
	002- Explain the mission of a deployed PA operation.
	003- Identify the tasks performed by a deployed PA Journeyman.
	004- Explain the tools available to a deployed PA Journeyman.
	005- Explain the role of Combat Information Teams.
	006- Explain the Public Affairs/Combat Camera relationship.
	007- Explain PA and Information Operations.
	008- Identify PA deployment training available.

**SUMMARY OF INSTRUCTION:** Students identify the role of Public Affairs in a deployed environment, discuss the situations where Public Affairs may deploy; identify the tasks performed by a deployed PA; explain the tools available to a deployed PA; discuss Combat Information Teams and the PA-Combat Camera relationship; discuss PA with Information Operations; discuss the PA deployment training available.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students (EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-008-

**UNIT TITLE:** USAF Service-Specific Examination

**TPFN HOURS AND TYPE:** IEW

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All previous Air Force Service-specific TPFNs.

**TASKS:**

- 001- Demonstrate understanding of Air Force service-specific material in a 20 question multiple-choice examination.
- 002- Critique the Air Force service-specific examination.

**SUMMARY OF INSTRUCTION:** Students are given an examination covering the instruction taught during the Air Force Service-specific portion of the course. Students are required to take this test without notes or references. A grade of 70 percent must be attained on this test in order to successfully pass the course. The examination will be critiqued individually with each student.

**REFERENCES:** All previous AF instruction and references.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students(EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-009-

**UNIT TITLE:** In-box Exercise

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** All previous AF Service-specific TPFNs.

**TASKS:**      001-    Apply policy, procedures and public affairs principles in a  
                         five-situation take-home exercise.  
                         002-    Critique the Air Force in-box exercise.

**SUMMARY OF INSTRUCTION:** Students will use Air Force public affairs policy directives and instructions to answer questions on the interpretation and use of Air Force public affairs guidance. The students research the questions in the exercise and justify their answers by citing the appropriate Air Force guidance. The student must earn at least a 70 percent on this take-home performance examination.

**REFERENCES:** AF Instruction 35-101, Public Affairs Policies and Procedures; Air Force Service Unique Study Guide; Career Development Course 3N051, Public Affairs Journeyman.

**INSTRUCTOR/STUDENT RATIO:** 1:AF students(L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-009-

**UNIT TITLE:** Introduction to Army Public Affairs

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain Army public affairs milestones.
- 002- Describe the three public affairs functional areas.
- 003- Explain who is responsible for public affairs in the Army.

**SUMMARY OF INSTRUCTION:** Students discuss the Army public affairs milestones; describe the three public affairs functional areas; and explain what individuals are responsible for public affairs in the Army. This instruction will be tested on a subsequent Army Service-specific examination in DINFOS-BPAS-W-010-014. A passing score of 70 percent is required.

**REFERENCES:** Army Regulation 360-1, The Army Public Affairs Program; FM 46-1 Public Affairs Operations.

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-010-

**UNIT TITLE:** Army Staffs and Organizations

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the chain of command.
- 002- Describe staff duties.
- 003- Explain the types of staff.
- 004- Describe coordinating staffs.
- 005- Explain the staff roles of public affairs.

**SUMMARY OF INSTRUCTION:** Students explain the chain of command; describe staff duties; discuss the types of staff; describe the coordinating staff; and explain the staff role of public affairs. This instruction will be tested on a subsequent Army Service-specific examination in DINFOS-BPAS-W-010-014. A passing score of 70 percent is required.

**REFERENCES:** Army Field Manual 101-5, Staff Organization and Operations; FM 46-1 Public Affairs Operations.

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-011-

**UNIT TITLE:** Command Information/Hometown News

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the goal of Army command information programs.
- 002- Explain how to tell the Army's story.
- 003- Describe command information responsibility.
- 004- Explain command information channels.
- 005- Describe command information support material.
- 006- Explain command information duties.
- 007- Explain the Army and Air Force Hometown News Service.
- 008- Identify Hometown News Service Products.

**SUMMARY OF INSTRUCTION:** Students discuss the goal of Army command information programs; explain how to tell the Army's story; describe command information responsibility; discuss command information channels, describe command information support material; and explain command information duties. Students also discuss the Army and Air Force Hometown News Service mission and approved topics. This instruction will be tested on a subsequent Army Service-specific examination in DINFOS-BPAS-W-010-014. A passing score of 70 percent is required.

**REFERENCES:** Army Field Manual 3-61-1, Public Affairs Tactics, Techniques and Procedures; Army Regulation 360-1, The Army Public Affairs Program.

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-012-

**UNIT TITLE:** Army Newspaper Policy

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the purpose of Army newspapers.
- 002- Describe the two types of Army newspapers.
- 003- Explain newspaper requirements.
- 004- Explain newspaper restrictions.

**SUMMARY OF INSTRUCTION:** Students explain the purpose of Army newspapers; describe the two types of Army newspapers; discuss newspaper requirements; and explain newspaper restrictions. This instruction will be tested on a subsequent Army Service-specific examination in DINFOS-BPAS-W-010-014. A passing grade of 70 percent is required.

**REFERENCES:** Army Regulation 360-1, The Army Public Affairs Program

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-013-

**UNIT TITLE:** Professional Development

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:** 001- Explain the structure of Career Management Field 46.  
002- Describe the methods of professional development.

**SUMMARY OF INSTRUCTION:** Students discuss the structure of Career Management Field 46 and describe the methods of professional development. This instruction will be tested on a subsequent Army Service-specific examination in DINFOS-BPAS-W-010-014. A passing grade of 70 percent is required.

**REFERENCES:** Army Regulation 600-8-19, Enlisted Promotions and Reductions; Army Regulation 360-1, The Army Public Affairs Program; Army Regulation 600-8-19.

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-014-

**UNIT TITLE:** Army Service-specific Examination

**TPFN HOURS AND TYPE:** IEW

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All previous Army Service-specific TPFNs.

**TASKS:**

- 001- Demonstrate understanding of Army Service-specific material in a 20-question multiple-choice examination.
- 002- Critique the Army Service unique examination.

**SUMMARY OF INSTRUCTION:** The instructor administers an examination which covers subjects taught during the Army Service-specific portion of the course. Students must attain a minimum grade of 70 percent on the examination. Successful completion is a prerequisite for graduation.

**REFERENCES:** All previous Army Service-specific instruction and references.

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-015-

**UNIT TITLE:** In-box Exercise

**TPFN HOURS AND TYPE:** 2EP

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** All previous Army Service-specific TPFNs.

**TASKS:**      001-    Apply policy, procedures and public affairs principles in a  
                         five-situation take home exercise..  
                         002-    Critique the Army in-box exercise.

**SUMMARY OF INSTRUCTION:** Students apply policy, procedures and public affairs principles learned in previous classes by defining and resolving public affairs problems presented in five situations. Students will justify solutions to the problems by identifying the correct regulatory guidance. In-box solutions will be graded and students are required to attain a grade of at least 70 percent.

**REFERENCES:** Army Regulation 360-1, The Army Public Affairs Program; FM 3-61-1, Public Affairs Tactics, Techniques and Procedures; DINFOS Public Affairs Handbook.

**INSTRUCTOR/STUDENT RATIO:** 1:Army students (EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W- 010-016-

**UNIT TITLE:** Introduction to Coast Guard Public Affairs

**TPFN HOURS AND TYPE:** 5L

**TPFN TOTAL HOURS:** 5

**PREREQUISITE TPFN:** None

- TASKS:**
- 001- Describe the primary objectives of the Coast Guard PA program.
  - 002- Describe the three main activities of the program.
  - 003- Describe the offices that administer the Coast Guard PA program.
  - 004- Describe the general information release policy for the Coast Guard.
  - 005- Explain the policy for releasing civilian, Coast Guard and other military casualty information.
  - 006- Identify the Coast Guard publication containing PA guidance.
  - 007- Explain the Coast Guard policy on exclusive releases and release of classified information.
  - 008- Describe the title of the person(s) who has approving authority for news media visits to Coast Guard units.
  - 009- Describe the Coast Guard's primary missions.
  - 010- Demonstrate understanding of the material by completing end of chapter questions.

**SUMMARY OF INSTRUCTION:** Students describe the primary objectives of the Coast Guard public affairs program, the three main activities of the program, the offices that administer the Coast Guard public affairs program, the general information release policy for the Coast Guard; and explain the policy for releasing civilian, Coast Guard and other military casualty information. They discuss the Coast Guard publication containing PA guidance, the Coast Guard policy on exclusive releases, and release of classified information; describe the title of the person(s) who has approving authority for news media visits to Coast Guard units; and describe the Coast Guard's primary missions. Students will complete the end of chapter questions and turn them in to be graded. This instruction is tested on a subsequent Coast Guard Service-specific examination in DINFOS-BPAS-W-010-022. A passing grade of 70 percent is required.

**REFERENCES:** USCG Enlisted Qualifications Manual, COMDTINST M1414.8B; USCG Regulation COMDTINST M5000.3A; USCG Public Affairs Manual, COMDTINST M5728.2B.

**INSTRUCTOR/STUDENT RATIO:** 1:CG students (L)

**SAFETY FACTORS** N/A



**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-017-

**UNIT TITLE:** USCG Media Analysis

**TPFN HOURS AND TYPE:** 1PE

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**     001-   Research directories to prepare a distribution list.  
              002-   Prepare a news release distribution list.

**SUMMARY OF INSTRUCTION:** Students research and prepare a distribution list for a news release. Students are instructed on the types of directories available for use in conducting this research. This is a recorded practical exercise. This instruction will be tested on a subsequent Coast Guard Service-specific examination in DINFOS-BPAS-W-010-022. A passing grade of 70 percent is required on all exercises and examinations.

**REFERENCES:** USCG Public Affairs Manual, M5728.2C.

**INSTRUCTOR/STUDENT RATIO:** 1:CG students(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-018-

**UNIT TITLE:** Fleet Home Town News

**TPFN HOURS AND TYPE:** 1EP

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:** 001- Review procedures for releasable material for hometown news release.  
002- Prepare a hometown news release.

**SUMMARY OF INSTRUCTION:** Students review procedures for releasable material for hometown release. Students will prepare a hometown release on themselves for a grade and to be used upon graduation. This instruction is tested on a subsequent Coast Guard Service-specific examination in DINFOS-BPAS-W-010-022. A passing grade of 70 percent is required on all exercises and examinations.

**REFERENCES:** USCG Public Affairs Manual, M5728.2C.

**INSTRUCTOR/STUDENT RATIO:** 1:CG students(EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-019-

**UNIT TITLE:** USCG Interview Techniques

**TPFN HOURS AND TYPE:** 1EP

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain release procedures and Freedom of Information guidance.
- 002- Describe proven methods of responding to media questions.
- 003- Explain rules governing proper responses.
- 004- Prepare questions and answers for media queries.
- 005- Prepare response to the different types of media questions.
- 006- Apply the 13 “good luck” rules for answering reporters’ questions.

**SUMMARY OF INSTRUCTION:** Students discuss the release procedures and Freedom of Information guidance; describe the proven methods of responding to media questions; and explain rules governing proper responses. Students will write six questions to be answered before responding to news media query; prepare appropriate responses to three different types of media questions; and apply the 13 "good luck" rules for answering reporters' questions. This instruction is tested on a subsequent Coast Guard Service-specific examination in DINFOS-BPAS-W-010-022. A passing grade of 70 percent is required on all exercises and examinations.

**REFERENCES:** USCG Public Affairs Manual, M5728.2C.

**INSTRUCTOR/STUDENT RATIO:** 1:CG students(EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-020-

**UNIT TITLE:** USCG Oral Training Exercise - Media Interview

**TPFN HOURS AND TYPE:** 1PE

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All previous Coast Guard TPFNs.

**TASKS:**

- 001- Participate in a simulated telephonic media interview.
- 002- Answer reporters' questions accurately.
- 003- Coordinate with staff officers and senior petty officers.

**SUMMARY OF INSTRUCTION:** Students participate in a simulated telephonic media interview, answering reporters' questions and coordinating with staff officers and senior petty officers. The instructor will critique student responses in terms of completeness and accuracy. This instruction is tested on a subsequent Coast Guard Service-specific examination in DINFOS-BPAS-W-010-021. A passing grade of 70 percent is required on all exercises and examinations.

**REFERENCES:** All previous Coast Guard Service-specific instruction and references.

**INSTRUCTOR/STUDENT RATIO:** 1:CG students(PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-021-

**UNIT TITLE:** USCG Service-Unique Examination

**TPFN HOURS AND TYPE:** 1EW

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All previous Coast Guard Service-specific TPFNs.

**TASKS:**     001-   Demonstrate understanding of Coast Guard Service-specific material in an examination.  
              002-   Critique the Coast Guard service unique examination.

**SUMMARY OF INSTRUCTION:** The instructor administers an examination which covers subjects taught during the Coast Guard Service-specific portion of the course. Students must attain a minimum grade of 70 percent on the examination. Successful completion is a prerequisite for graduation.

**REFERENCES:** All previous Coast Guard Service-specific instruction and references.

**INSTRUCTOR/STUDENT RATIO:** 1:CG students(EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-022-

**UNIT TITLE:** USMC Public Affairs and Marine Air Ground Task Force

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Describe the composition of the Marine Corps operating and supporting forces.
- 002- Describe the basic structure of a Marine Air-Ground Task Force.
- 003- Describe the characteristics of a Marine Expeditionary Force and Marine Expeditionary Unit.

**SUMMARY OF INSTRUCTION:** Students discuss aspects of Marine Corps public affairs, describe the composition of the Marine Corps operating and supporting forces; describe the basic structure of a Marine Air-Ground Task Force (MAGTF); and describe the characteristics of a Marine Expeditionary Force and Marine Expeditionary Unit. This instruction will be tested on a subsequent Marine Corps Service-specific examination in DINFOS-BPAS-W-010-028. A passing score of 70 percent is required.

**REFERENCES:** The Marine Corps Manual; USMC Concepts and Issues, 2000; Marine Corps Warfighting Publications 01, 03, 3-2, 4-1, 6-1; DINFOS Marine Corps Service Unique Study Guide; SECNAVIST 5720.44A, U.S. Navy Public Affairs Regulations.

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-023-

**UNIT TITLE:** USMC Command and Staff

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**      001-    Explain the purpose of the command/staff system.  
                 002-    Describe the four types of Marine Corps staffs.

**SUMMARY OF INSTRUCTION:** Students explain the purpose of the command/staff system and describe the four types of Marine Corps staffs. This instruction will be tested on a subsequent Marine Corps Service-specific examination in DINFOS-BPAS-W-010-028. A passing score of 70 percent is required.

**REFERENCES:** FMFM 3-1, Command and Staff Action; The Marine Joint Staff Officer, OH 3-1A, Marine Corps Combat Development Command.

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students(L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-024-

**UNIT TITLE:** USMC Public Affairs Organization (MCPAO) and Personnel

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Describe the Division of Public Affairs and its five functional branches.
- 002- Explain the function of Marine Corps PAOs in New York and Los Angeles.
- 003- Describe the duties of a public affairs officer, public affairs chief, print journalist and broadcast journalist.

**SUMMARY OF INSTRUCTION:** Students describe the responsibilities of the Division of Public Affairs and its five functional branches; explain the function of MCPAOs New York and Los Angeles; and describe the duties of a public affairs officer, public affairs chief, print journalist and broadcast journalist. This instruction will be tested on a subsequent Marine Corps Service-specific examination in DINFOS-BPAS-W-010-028. A passing score of 70 percent is required.

**REFERENCES:** SECNAVINT 5720.5; MCO 1510.62A, Individual Training Standard for the Public Affairs Occupational Field (OCCFld) 43.

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students (L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-025-

**UNIT TITLE:** Duties of a Marketing and Public Affairs Representative (MPAR)

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the two main responsibilities of the MPAR.
- 002- Describe various advertising tools a MPAR can use to promote a recruiting effort.
- 003- Describe several community relations events a MPAR should coordinate in support of a recruiting effort.
- 004- Explain ways in which a MPAR should conduct a recruiting station's public information mission.

**SUMMARY OF INSTRUCTION:** Students explain the two main responsibilities of the MPAR; describe various advertising tools a MPAR can use to promote a recruiting effort; describe several community relations events a MPAR should coordinate in support of a recruiting effort; and discuss ways in which a MPAR should conduct a recruiting station's public information mission. This instruction will be tested on a subsequent Marine Corps Service-specific examination in DINFOS-BPAS-W-010-028. A passing score of 70 percent is required.

**REFERENCES:** SECNAVINTS 5720.5; MCO 1510.62A, Individual Training Standards System for Public Affairs, Occupational Field (OCCFLD) 43 ; Guidebook for RS Operations, Chapter 10, Volume III.

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-026-

**UNIT TITLE:** Fleet Home Town News Center (FHTNC)

**TPFN HOURS AND TYPE:** .5L, .5PE

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the mission of Fleet Home Town News Center.
- 002- Identify the areas served by FHTNC.
- 003- Describe common events for FHTNC releases.
- 004- Explain how the FHTNC achieves pinpoint distribution.
- 005- Describe the importance of the program.
- 006- Explain the correct method for filling out NAVSO 5742/1.

**SUMMARY OF INSTRUCTION:** Students discuss the mission of Fleet Home Town News Center; identify the areas served by FHTNC; describe common events for FHTNC releases; discuss how the FHTNC achieves pinpoint distribution; describe the importance of the program; and discuss the correct method for filling out NAVSO 5724/1. Students will prepare an ungraded sample form to ensure understanding.

**REFERENCES:** SECNAVINST 5720.44; SECNAVINST 5724.3, Fleet Home Town News Center Instruction.

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students (L,PE)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-027-

**UNIT TITLE:** USMC In-box Exercise

**TPFN HOURS AND TYPE:** 1EP

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All USMC Service-specific instruction

**TASKS:**

- 001- Define public affairs problems.
- 002- Resolve public affairs problems in a two-part exercise using correct regulatory guidance.

**SUMMARY OF INSTRUCTION:** Students define and resolve public affairs problems presented in a two-part in-box exercise and justify written solutions by identifying correct regulatory guidance. The student must earn at least a 70 percent on this performance examination.

**REFERENCES:** SECNAVINST 5720.5

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students(EP)

**SAFETY FACTORS** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-028-

**UNIT TITLE:** USMC Service-specific Examination

**TPFN HOURS AND TYPE:** IEW

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All USMC instructional TPFN

**TASKS:** 001- Demonstrate understanding of Marine Corps Service-unique material.  
002- Critique Marine Corps service unique examination.

**SUMMARY OF INSTRUCTION:** Students are given an examination covering the instruction taught during the Marine Corps Service-specific portion of the course. Students are required to take this test without notes or references. A passing grade of 70 percent must be attained on this test in order to successfully pass the course.

**REFERENCES:** All instruction and references from USMC TPFNs.

**INSTRUCTOR/STUDENT RATIO:** 1:Marine students (EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-029-

**UNIT TITLE:** U.S. Navy Professional Development Part I

**TPFN HOURS AND TYPE:** 2L

**TPFN TOTAL HOURS:** 2

**PREREQUISITE TPFN:** None.

**TASKS:**

- 001- Identify common problems of DINFOS students and new recruits.
- 002- Explain the purpose and use of the chain of command.
- 003- Identify Navy rank structure and the general abilities and responsibilities of journalists at that rank.
- 004- Explain what a good shipmate is and does.
- 005- Explain brag sheets and evaluations and how they help build a sailor's career.

**SUMMARY OF INSTRUCTION:** Students identify the purpose and proper use of the chain of command and their responsibilities within it. Professional Development Part II is taught in the Basic Public Affairs Specialist-Broadcaster Course (BPAS-B). This section is not graded.

**REFERENCES:** NAVEDTRA 38205-A, Basic Military Requirements.

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-030-

**UNIT TITLE:** Introduction to Navy Public Affairs

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Explain the mission of the U.S. Navy and the four areas of priorities that focus on carrying out that mission beyond the Cold War era.
- 002- Identify the principal parts of the Navy.
- 003- Explain the primary role of public affairs and how it relates to the Navy's mission.
- 004- Identify Navy public affairs chain of command and its public affairs responsibilities.
- 005- Identify the six classifications (NECs) of Navy journalists.

**SUMMARY OF INSTRUCTION:** Students explain the mission of the U.S. Navy and the four areas of priorities that focus on carrying out that mission beyond the Cold War era; identify the principal parts of the Navy; explain the primary role of public affairs and how it relates to the Navy's mission; identify Navy public affairs chain of command and its public affairs responsibilities; and identify the three classifications (NECS) of Navy journalists. This instruction will be tested on a subsequent Navy Service-specific examination, DINFOS-BPAS-W-010-035. A passing grade of 70 percent is required.

**REFERENCES:** SECNAVINST 5720.44A, Department of Navy Public Affairs Policy and Regulations; Forward From the Sea, Navy Public Affairs Handbook; NAVEDTRA 14130, Journalist 3+2; Navy Public Affairs Chart Room Web Site: [www.chinfo.navy.mil/chartroom](http://www.chinfo.navy.mil/chartroom)

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-031-

**UNIT TITLE:** Navy Office of Information Organization

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** BPAS-W-010-031

**TASKS:**

- 001- Explain the public affairs mission and role of the Navy Office of Information.
- 002- Identify the organization and role of CHINFO.
- 003- Explain the roles of CHINFO field activities.

**SUMMARY OF INSTRUCTION:** Students discuss the public affairs mission and role of the Navy Office of Information; identify the organization and role of the Chief of Information (CHINFO); and discuss the roles of CHINFO field activities - Navy Offices of Information (NAVINFOS), Navy Public Affairs Centers (NAVPACENS) and Fleet Hometown News Center (FHTNC). This instruction will be tested on a subsequent Navy Service-specific examination, DINFOS-BPAS-W-010-035. A passing grade of 70 percent is required.

**REFERENCES:** SECNAVINST 5720.44A, Department of the Navy Public Affairs Policy and Regulations; U.S. Navy Public Affairs Handbook.

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-032-

**UNIT TITLE:** Navy Public Affairs Communication

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Identify the Navy internal and external audiences.
- 002- Explain the mission of the Naval Media Center.
- 003- Identify Navy internal and external media tools.
- 004- Identify Navy public affairs resources.
- 005- Identify electronic resources.

**SUMMARY OF INSTRUCTION:** Students identify the Navy internal and external audiences; explain current themes of Navy public affairs communication strategy; identify Navy internal publication; discuss Navy public affairs resource methods and offices. This instruction will be tested on a subsequent Navy Service-specific examination, DINFOS-BPAS-W-010-035. A passing grade of 70 percent is required.

**REFERENCES:** SECNAVINST 5720.44A, Department of the Navy Public Affairs Policy and Regulations.

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (L)

**SAFETY FACTORS:** N/A



**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-033-

**UNIT TITLE:** Navy Public Affairs Administration and Correspondence

**TPFN HOURS AND TYPE:** 1L, 2EP

**TPFN TOTAL HOURS:** 3

**PREREQUISITE TPFN:** None

**TASKS:**

- 001- Identify types of correspondence and message duties of Navy journalists.
- 002- Explain the basic file methods and maintenance of an organized office administration system.
- 003- Describe the standard naval letter, usage and format.
- 004- Describe various types of memorandums, usage and format.
- 005- Write a plain paper memorandum as a graded in-class assignment.

**SUMMARY OF INSTRUCTION:** Students identify types of correspondence and message duties of Navy journalists; explain the basic file methods and maintenance of an organized office administration system; describe the standard naval letter, usage and format; describe various types of memoranda, usage and format; and write a plain paper memorandum as a graded in-class assignment. This instruction will be tested on a subsequent Navy Service-specific examination, DINFOS-BPAS-W-010-035. A passing grade of 70 percent is required.

**REFERENCES:** SECNAVINSTs 5720.44A, Public Affairs Policy and Regulations; 5216.5C, Navy Correspondence Manual; 5210.11, Standard Subject Identification Manual.

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (L,EP)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-034-

**UNIT TITLE:** Navy Dream Sheets

**TPFN HOURS AND TYPE:** 1L

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** None

**TASKS:** 001- Explain the importance of Navy Form 1306/63.

**SUMMARY OF INSTRUCTION:** Students receive information on billets available to Navy journalists and how Navy Form 1306/63 is used as a duty preference form. This section is not graded.

**REFERENCES:** Navy Enlisted Transfer Manual, NAVPERS 15909G; Job Advertising and Selection System, <http://bupersaccess.navy.mil>.

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (L)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 10**  
**SERVICE-SPECIFIC**

**TPFN:** DINFOS-BPAS-W-010-035-

**UNIT TITLE:** Navy Service-specific Examination

**TPFN HOURS AND TYPE:** IEW

**TPFN TOTAL HOURS:** 1

**PREREQUISITE TPFN:** All previous Navy Service-specific TPFNs.

**TASKS:**     001- Demonstrate understanding of Navy Service-specific material.  
              002- Critique the Navy service unique examination.

**SUMMARY OF INSTRUCTION:** The instructor administers a Navy Service-specific examination to Navy students. Students must attain a minimum grade of 70 percent to successfully complete the course.

**REFERENCES:** All previous Navy Service-specific instruction and references.

**INSTRUCTOR/STUDENT RATIO:** 1:Navy students (EW)

**SAFETY FACTORS:** N/A

**FUNCTIONAL AREA 11**  
**ADMINISTRATION**

**TPFN:** DINFOS-BPAS-W-011-001-

**UNIT TITLE:** Administration

**TPFN HOURS AND TYPE:** 14 AD

**TPFN TOTAL HOURS:** 14

**PREREQUISITE TPFN:** None

**TASKS:**     001-   Inprocessing.  
              002-   English Diagnostic Test.  
              003-   Course evaluation.  
              004-   Out-processing/graduation.

**SUMMARY OF INSTRUCTION:** Self-explanatory.

**REFERENCES:** DINFOS Policy and Procedure Manual

**INSTRUCTOR/STUDENT RATIO:** 1:Class (AD)

**SAFETY FACTORS:** N/A